



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/12 thru 01/18

(prices in dollars per carton)

Fri. Jan 12, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		33.3% of 17,000 stores				21.7% of 17,000 stores				29.8% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	60	1.20	1,010	0.95			720	1.44	100	1.29	790	1.00
	White 18 pack			200	1.77	180	1.69	150	1.99			320	1.50
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	170	0.99	1,420	0.93	20	1.50	540	1.22	90	1.13	1,020	0.85
	White 18 pack			360	1.41			700	1.55			700	1.43
	Brown 12 pack	20	1.00										
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			670	3.46	110	3.59	150	3.39			720	2.76
	OMEGA-3												
	White 12 pack	50	2.50	820	2.27	10	1.58	160	2.00			360	1.99
	Brown 12 pack			840	2.23	210	2.50	490	2.40			290	2.68
	CAGE-FREE												
	White 12 pack			80	1.69					100	1.99		
	Brown 12 pack	110	2.50	460	2.31			660	2.84			360	1.98

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,240	2,310	3,020	Large Eggs on
Specialty	3,030	1,790	1,830	Jan-08-2007
Total (includes MD)	6,350	4,170	4,940	338.5
Special Rate 4/:	11.3%	2.6%	6.3%	down 20%

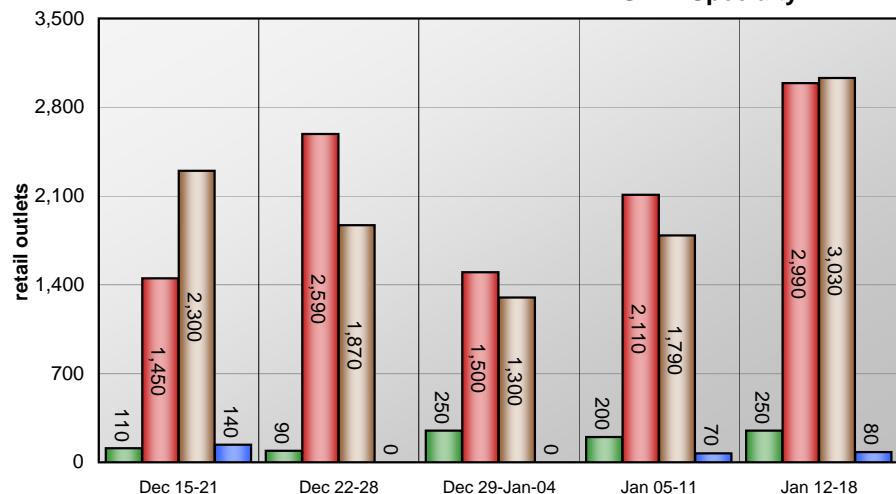
5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

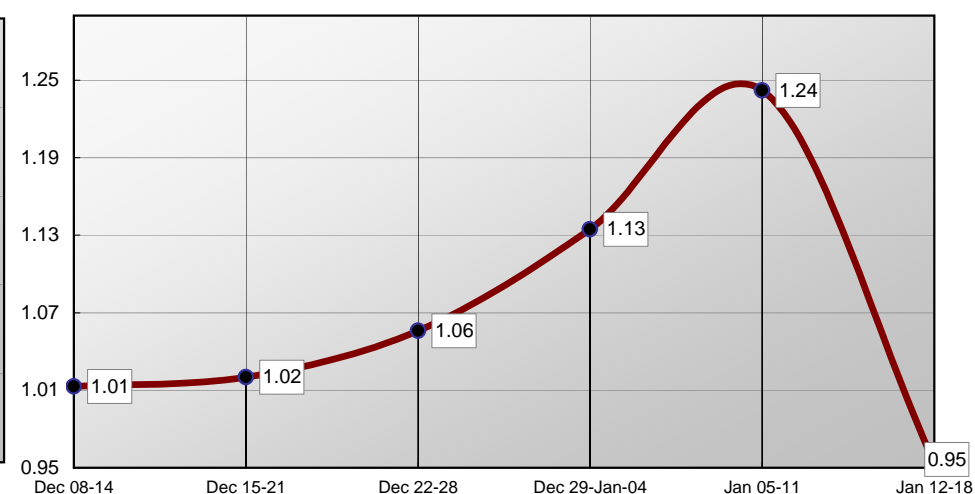
Regular shell egg feature activity is higher than last week and the same last year. The average price of Large white Grade A or better eggs to consumers dropped lower than its been in the past 5 weeks. Over half of stores sampled in the Northeast are promoting shell eggs. Buy1 - Get 1 free egg specials increased this cycle. Specialty egg ads are up sharply from previous weeks. Omega-3 white and brown eggs dominated other specialty items to reclaim top position. USDA Organic brown egg are more visible this week and Cage Free browns continue to maintain a steady pace. In the Egg Products sector 14-16 oz. cartons declined, however 32 oz. cartons and 3-4 oz. cup are up. Overall feature activity for Egg Products is down from a week ago.

## Activity Index: 5-Week Comparison

■ XL ■ LG ■ Specialty ■ MD



## Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		52.6% of 3,900 sampled outlets Activity Index = 2,240 (includes Medium)						13.5% of 4,700 sampled outlets Activity Index = 990 (includes Medium)						45.5% of 2,800 sampled outlets Activity Index = 1,360 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	10	0.99				0.99	40	0.99				0.89	10	0.89
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.79 - 1.00	290	0.92	1.00	50	1.00	0.79 - 1.00	300	0.98	0.99	120	0.99	0.49 - 1.25	760	0.92
	White 18 pack										1.29	130	1.29				1.29 - 1.48	190	1.48
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99 - 3.99	290	3.30				2.99 - 3.99	250	3.57				2.00 - 4.98	110	3.77
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	2.50	50	2.50	1.99 - 2.79	630	2.29				1.99	10	1.99				1.99 - 2.00	80	1.99
	Brown 12 pack				1.99 - 2.33	630	2.27				1.99 - 2.33	210	2.10						
	CAGE-FREE																		
	White 12 pack				1.99 - 2.99	230	2.45										2.00 - 2.79	90	2.51
	Brown 12 pack	2.50	110	2.50															
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		34.3% of 2,700 sampled outlets Activity Index = 1,110 (includes Medium)						27.4% of 1,900 sampled outlets Activity Index = 370 (includes Medium)						28.3% of 1,000 sampled outlets Activity Index = 280 (includes Medium)					
USDA GRADE AA	White 12 pack	1.20	60	1.20	0.69 - 1.20	720	0.87				0.99 - 1.20	210	1.16				0.99 - 1.19	60	1.14
	White 18 pack				1.99	10	1.99				1.68 - 1.99	140	1.98				1.68	10	1.68
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack			1.00		
USDA GRADE A	White 12 pack				0.79 - 1.00	70	0.85												
	White 18 pack				1.48	40	1.48												
	Brown 12 pack	1.00	20	1.00															
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack										2.50	10	2.50				3.00	10	3.00
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99 - 2.49	100	2.38												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.69	80	1.69										1.99	120	1.99
	Brown 12 pack				1.79	10	1.79				1.59	10	1.59						

Note: See page 1 for explanatory notes.



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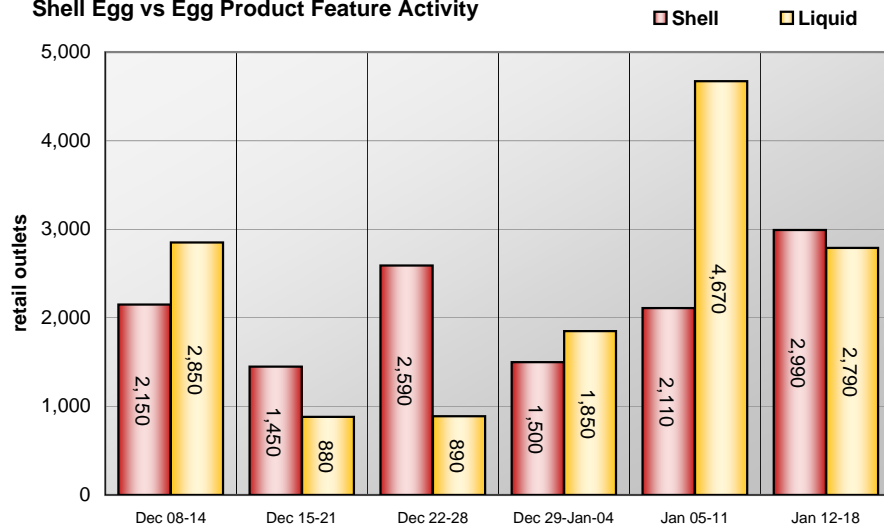
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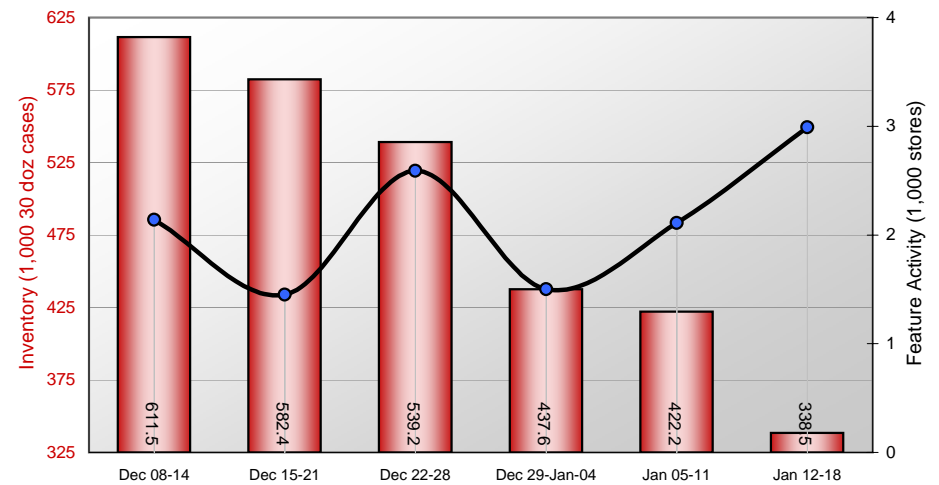
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	14.6%	23.9%	14.0% of 3,900 sampled	10.3% of 4,700 sampled	9.9% of 2,800 sampled	12.2% of 2,700 sampled	31.9% of 1,900 sampled	22.0% of 1,000 sampled
2/ Activity Index	2,790	4,670	Activity Index = 840	Activity Index = 490	Activity Index = 270	Activity Index = 340	Activity Index = 630	Activity Index = 220
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	1,840 2.45	3,780 2.42	2.00 - 2.50 700 2.42	2.29 - 2.50 380 2.50	1.67 - 2.50 70 2.31	1.98 - 2.99 340 2.64	2.00 130 2.00	2.50 220 2.50
32 oz. carton	750 3.59	650 3.39	3.79 - 3.99 140 3.98	3.49 110 3.49			3.50 500 3.50	
3 - 4 oz. cups	200 2.00	70 1.95			2.00 200 2.00			
2 - 8 oz. cups		170 2.91						

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.